

1                   **ADVERTISEMENT METHOD USED IN**  
2                   **AUTOMATED SERVICE SYSTEM**

3    BACKGROUND OF THE INVENTION

4    1. Field of the invention

5           The present invention relates to an advertisement campaign method, and more  
6    particularly to an advertisement campaign method for an automated service system. The  
7    method is able to exhibit advertisement according to a preset program so that a series of  
8    advertisements are sequentially presented or a sole advertisement is repeatedly played.

9    2. Prior art description

10          Nowadays, automated service system is provided almost everywhere. With the  
11    convenience of the automated service system, users are able to have access to valuable  
12    information. The following description is based on one of the automated service system,  
13    the ATM (automated teller machine), for reference. With reference to Fig. 3, the  
14    conventional ATM system provides the user the following processes for transaction:

15           Entering the preset transaction process 91;

16          When the user approaches the ATM system and inserts the ATM card, the user  
17    initiates a series of preset transactions.

18           Inputting data 92;

19          After the ATM card is inserted into the system, the user chooses from the preset  
20    programs or the user is able to choose to input data to initiate programs such as language  
21    choice, cash withdraw, transfer funds, change code, balance inquiry....

22           Data processing 93;

23          After the program is chosen and related data is inputted according to the instruction  
24    shown on the ATM screen, the data is being processed. While the data is processed, the  
25    user waits in front of the ATM. Meantime, the ATM screen shows "Data in processing"

1 or the logo or other services of the bank. The data processing step comprises code  
2 verification, whether the card is declared lost, stop payment or the account is being  
3 frozen, whether the balance is enough for deduction or the cash withdraw or funds  
4 transfer exceeds daily allowance.

5 Post process 94;

6 After the previous chosen program is finished, the ATM switches back to the  
7 original transaction picture for further transaction program choosing.

8 As described in step 91, most advertisement is played while there is no user using  
9 the ATM. Further, for privacy sake and lack of time looking around, most pedestrians do  
10 not pay too much attention to the advertisement on the ATM screen. Accordingly, there  
11 is almost no effect to the advertisement provider. Because most advertisements are  
12 compiled with the ATM system program, the maintenance technique to the software or  
13 hardware is held by the ATM provider. Therefore, if the bank wants to change its logo or  
14 any information shown on the screen, the bank needs to ask for technique support from  
15 the ATM provider.

16 To overcome the shortcomings, the present invention intends to provide an  
17 improved advertisement campaign method for automatic service system to mitigate or  
18 obviate the aforementioned problems.

## 19 SUMMARY OF THE INVENTION

20 The primary objective of the invention is to provide an advertisement campaign  
21 method which is able to capture the "loophole" in transaction to display advertisement  
22 so as to achieve the purpose of advertisement.

23 Another objective of the invention is to provide a communication mode so that the  
24 bank needs not the ATM provider to provide services concerning the change of  
25 advertisement content.

Other objects, advantages and novel features of the invention will become more apparent from the following detailed description when taken in conjunction with the accompanying drawings.

#### BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 is a flow chart of the present invention;

Fig. 2 is a schematic view showing the preferred embodiment of the invention; and

Fig. 3 is a flow chart of a conventional ATM.

#### DETAILED DESCRIPTION OF PREFERRED EMBODIMENT

With reference to Figs. 1 to 3, the preferred embodiment of the invention is applied to an automatic teller machine (ATM) and thus the installation of the advertisement campaign method of the present invention includes the following steps:

Step 1; categorization 11,

The clients are categorized into different categories according to preset conditions, such as:

(1) ID number;

(2) Group characteristics, i.e., male or female, age groups, occupations, marriage status, etc..

(3) Clients of this agency or of other related agency; and

(4) Others as required.

Step 2, setting communication box 12 which contains pictures, audio information etc., for retrieval or access. The information in the communication box 12 may be played according to the result of the categorization 11 in step 1. However, in another embodiment of the invention, step 1 may be changed to step 2 and step 2 may be changed to step 1.

The communication method of the present invention comprises:

1 Step 1, providing preset transaction process;

2 When a user is using the ATM automatic service system for transaction, the ATM  
3 provides preset processes such as "insert ATM card", "password entering".

4 Step 2, data input;

5 The user chooses the services or inputs further information based on the preset  
6 processes, which includes language change, cash withdraw, transfer funds, change code,  
7 balance inquiry....

8 Step 3, data processing and transmission;

9 The automatic service system processes the user's data or sends it to the  
10 information center.

11 Step 4, information transmission;

12 The automatic service system first communicates the communication box to see if  
13 there is any information in the communication box. If there is an information the  
14 information is sent to the user. It is to be noted that the method of this information  
15 transmission should at least include:

16 Step 41, the information is retrieved directly from the communication box and sent  
17 to the automatic service system which in turn sends the information to the user.

18 Furthermore, the automatic service system is able to print all the information for the  
19 receipt of the user.

20 Step 42, confirmation of information in the communication box. If an information  
21 exists in the communication box, the information is sent back to the automatic service  
22 system and displayed on the screen.

23 Step 43, confirmation of information in the communication box. If a further  
24 information exists in the communication box, the information together with the result of  
25 the processes information will be sent back to the automatic service system. If there is

1 no information in the communication box, only the processed information result is sent  
2 back.

3 Step 5, completion of information processing and post work. After all the  
4 information is processed, the screen shows choices to the user for post work, such as  
5 retrieve card, cash or other services.

6 It is noted that most users focus their attention on the screen during the entire  
7 transaction period, which allows the advertisement campaign to have its ultimate effect  
8 to the user. Furthermore, during the transaction, there will be no commercials or any  
9 disruption like the TV program. Accordingly, the advertisement effect on the users is  
10 enormous.

11 Accordingly, the present invention is suitable for the following marketing strategy:

12 Lobbing the client to purchase a certain insurance policy, trust fund and other  
13 merchandise.

14 Wishing happy birthday to the user when the user is using the ATM.

15 Notifying important information to the user. Important information is able to send  
16 to the user by this method other than the conventional mail, phone call. Therefore, the  
17 agency is able to accomplish the purpose of remind the user of a certain important  
18 message while capture the opportunity when the user is using the ATM.

19 Even though numerous characteristics and advantages of the present invention have  
20 been set forth in the foregoing description, together with details of the structure and  
21 function of the invention, the disclosure is illustrative only, and changes may be made in  
22 detail, especially in matters of shape, size, and arrangement of parts within the  
23 principles of the invention to the full extent indicated by the broad general meaning of  
24 the terms in which the appended claims are expressed.

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